MEDIA AFFAIRS WEEKLY HIGHLIGHTS
(Three Weeks: 6/19 - 7/7/95)

- **Cigarette Recall Completion:** Philip Morris announced on June 20 that it had completed it's cigarette recall and investigation into the source of the problem. A statement from James Morgan, released on PR Newswire and BusinessWire, generated 12 calls from print and radio reporters (see below.) Articles ran in the NY Times, Wall Street Journal, Richmond Times Dispatch and Louisville Courier Journal. Most newspapers ran versions of the Associated Press story.

- **NYT Nicotine Research Story:** The San Francisco Chronicle, Minneapolis Star Tribune and St. Petersburg Times ran negative and inaccurate editorials based on the NY Times story on Philip Morris' nicotine research. The editorials were brought to our attention by the MAN, and letters-to-the-Editor were drafted and sent to clarify PM's position. The letters stated that the NYT article was misleading in its characterization of Philip Morris' past research on tar and nicotine levels in cigarettes as well as PM's marketing practices. In addition, the letter clarified that the studies mentioned in the article had received previous widespread publication.

- **Action Against Access Initiative:** Philip Morris announced on June 27 the launch of a new initiative called Action Against Access. The launch was supported by a press conference, a satellite media tour, a VNR, as well as radio actualities. The following media attended the press conference: CNN, AP, New York TImes, Bloomberg, AFP, NY Post, NPR, Wall Street Journal, WNYW-TV, Convenience Store News, Journal of Petro Marketing, Convenient Store People, WPIX-TV, Chinese TV, CNBC, Supermarket News, Nightly Business Report, Impacto Latin News, Reuters, NY Newsday, Dow Jones, Advertising Age, Channel 11 News, Nikkei News, Financial Times, DPA (German Press) and Nosotros Magazine. The announcement continued to generate a number of media calls throughout the week (see below.)

- **Washington Post ABC/PM Settlement Story:** The Washington Post ran a story on June 30 stating that ABC has offered to settle the $10 billion libel suit by Philip Morris. This announcement generated a number of media calls from CNN, AP, Richmond Times Dispatch, Fortune, The Boston Globe, Reuters, New York Newsday, and the Financial Times. PM declined comment on the story and responded with the following statement: We are preparing for trial. The program was egregiously false and we will prove it to the jury.

MEDIA CALLS REPORT
(Three Weeks: 6/19 - 7/5/95)

DATE	MEDIA	REQUEST	ACTION TAKEN
6/16/95	WCBI-TV (MI) Ms. Charla Stegall (601) 245-0140	Spokesperson for telephone interview re: cigarette recall.	Declined.
	Nikkei (Japan) Ms. Haruko Kawai (212) 261-6323	Interview with PM personnel involved with cigarette recall for case study.	Pending.

2050275827

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

	Herald News (NJ) Mr. Ron Stepneski (201) 365-3107	Date of DOJ/stadium signage settlement or date settlement takes effect.	Provided dated and faxed statement.
6/19/95	Convenience Store News Ms. Barbara Francella (914) 636-1321	Interview re: convenience store purchasing.	G. Eastburn provided interview.
	Mr. Drew Douglas (813) 778-6624	Copy of Florida ruling press release.	Referred to WRA.
	St. Paul Pioneer Press Ms. Emily Yueh (612) 627-4080	Information re: PM cigarette ads.	Did not provide information, as reporter is a high school student.
	Philadelphia Inquirer Ms. Kyle Spencer (610) 520-8518	Spokesperson for interview about mall smoking ban in Philadelphia & the Accommodation Program.	Referred to TI.
	Turner Broadcasting Ms. Lisa Bitter (212) 852-6710	Information on ad dollars spent in minority magazines. (This call was referred from Corporate.)	Did not provide information.
	Mealy Publications Ms. Jennifer Hahn (610) 688-6566	Confirmation of lawsuit filed by LA woman who smoked tainted cigarettes.	Referred to WRA.
6/20/95	New York Times Ms. Sari Botton (212) 630-3590	"Smoker's Advocate" logo for inclusion in story.	Declined.
	Chemical Engineering News (NJ) Mr. Marc Reisch (908) 906-8303	Copy of latest recall press release.	Referred to WRA.
	Chemical Marketing Reporter Mr. Brent Shearer (212) 480-4679	Copy of latest recall press release.	Referred to WRA.
	Milwaukee Journal-Sentinel Mr. Frank Aukofer (202) 488-7755	Comment on letter sent by Henry Waxman to WIC.	Referred to WRA.
	New York Times Mr. Glen Collins 212/556-1330	Questions concerning the recall and JJM statement.	Provided interview.

2050275828

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

	Associated Press Ms. Maggie Jackson 212/621-6949	Questions concerning the recall and JJM statement.	Provided interview.
	Louisville Courier Journal Mr. Greg Otolski 502/582-7088	Questions concerning the JJM statement.	Provided interview.
	WSJS Radio (Winston-Salem) Ms. Lesa Layno 910/727-8826	Phone interview to discuss JJM statement. Questions concerning the company that manufactured the defective cigarettes.	Provided interview.
	Richmond Times Dispatch Radio Mr. Rick Britton 804/649-6948	Questions concerning JJM statement.	Provided interview.
	German Press Agency Mr. Peter Bauer 201/767-3835	Clarification on Celenese involvement in recall.	Provided interview.
6/21/95	CNBC Ms. Ilana Marcus 201/585-6366	Requested PM spokesperson for an on camera interview to discuss the recall.	Declined interview.
	Reuters Wire Service Mr. Cal Mankowski 212/859-1732	Questions regarding recall.	Provided interview.
	The Patriot-Ledger Mr. Jeremy Crockford 617/722-2495	Comments on the Boston Legislature giving initial approval to a bill that would ban pension funds from investing in tobacco stocks.	Referred to corporate.
	The Herald Mr. Cal Harrison 803/329-4065	Questions regarding Hoescht Celanese and the faulty plasticizers.	Referred to Hoescht Celanese.
	World Airport Week Mr. Jim Tice 301/340-7788	Questions regarding smoking lounges in Airports.	Pending.
	Los Angeles Times Mr. Ross Kerber 714/966-7830	Information about Marlboro billboards in Anaheim Stadium.	Returned call to inform reporter that we do not specify on assessments.

2050275829

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

	Tobacco Reporter Mr. Chris Glass 919/872-5040	Copy of JJM statement.	Faxed press release.
	Chemical and Engineering News Mr. Mark Reisch 908/906-8303	Interview with spokesperson regarding the recall and JJM press release.	Provided interview.
6/22/95	Boston Globe Mr. Mitchell Zuckoff 617/929-2906	Comments concerning the DOJ settlement and what the status is.	Provided standard message points.
	Chemical Marketing Reporter Mr. Brent Shearer 212/480-4679	Copy of recall press release and PM comment from a spokesperson.	Faxed fact sheet on MITC. KD provided interview.
	Financial World Ms. Ann Marie Bendick 212/594-5030 ex. 275	Information regarding PM copyrights to brand names.	Pending.
	San Jose Mercury News Ms. Deborah Kong 408/920-5047	Response to comments made by C. Everett Koop during a press conference.	Referred to TI.
	Wall Street Journal Ms. Suein Hwang 212/416-3139	Question regarding the MITC in the filters.	Provided standard message points.
	Winston-Salem Journal Mr. David Weidner 910/727-7473	Questions regarding the recall.	Provided standard message points.
6/26/95	Toxics Law Reporter (BNA) Ms. Nancy Moore 202/452-4643	Comment on Judge Jones' decision in the Castano case.	Referred to WRA
	Albany Times-Union Mr. Jim Denn 518/454-5517	Comment on PM's divesture of subsidiaries.	Referred to Corporate.
	Orange County Register Mr. Lee Scheide 714/953-7817	Questions regarding the DOJ signage agreement. Wants a contact at the DOJ.	Did not provide DOJ contact
	Mass Market Retailers Mr. Bill Dunlap 503/638-3908	Questions concerning cigarette distribution to pharmacies and chains.	Did not return call.

2050275830

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

6/27/95	**HBO** Ms. Jennifer Hyjack 212/512-8799	Spokesperson for cable show interview. Also requested smoking issues booklet.	Sent information. Declined interview.
	Miami Herald Ms. Ann Moncleiff 305/376-3716	Questions regarding AAA.	EM provided interview
	Washington Post Mr. Jay Matthews 212/445-4884	Questions regarding AAA.	EM provided interview
	CNBC Mr. Marc Neshis 201/346-6569	Interview with Mr. Morgan regarding AAA.	Mr. Morgan provided on camera interview.
	FOX-TV Ms. Linda Schmidt 212.452-3808	Interview regarding AAA.	EM provided interivew.
	New York Times Mr. Glenn Collins 212/556-1330	Questions regarding AAA.	Provided interview.
	Channel 8 - Richmond (WRIC) Mr. Rick Young 804/330-8822	Questions regarding AAA.	Provided interview.
	85 KOA Radio (Denver, CO) Ms. Dori 303/892-4800	Questions regarding AAA.	Fed radio actuality.
	CNN Mr. Chad Hines 212/714-7865	Questions regarding AAA.	Provided interview.
	WNUA Radio (Chicago) Ms. Jeannette Kerr 312/645-9660	Received fax, but now has follow up questions.	Provided interview.
	Richmond Times Dispatch Mr. Chip Jones 804/649-6726	Questions concerning AAA.	Provided interview.
	Richmond Times Dispatch Radio News Mr. Rick Britton 804/649-6948	Questions regardin AAA.	Provided interview.

2050275831

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

	Associated Press Mr. Skip Wollenberg 212/621-1682	Requesting number for Sen. Warren Rudman.	Provided.
	Good Day New York Ms. Vivian Mura 212/452-3618	Would like to set up live interview for tomorrow to discuss AAA.	Agreed to interview. Producer cancelled.
	KFMB Radio (San Diego) Ms. Eva Beim 619/495-8670	Would like to set up live interview to discuss AAA.	Provided interview.
	Greensboro News and Record Mr. Scott Solomon 910/373-7382	Request for press materials.	Faxed press release.
6/28/95	**BBC Radio 5 Live** Ms. Stella Matthews 011-44-141-765-3885	Would like to conduct a telephone interview about AAA.	Did not provide interview.
	WQAD-TV (Moline, IL) Mr. Ron Palmer 309/736-3300	Questions regarding NYT article that ran today.	Returned call and did not hear back from reporter.
	Washington Times Mr. John Lynch 202/636-3000	PM comment regarding AAA, and also a response to comments made by the American Heart Association.	Interview provided.
	WAVY-TV (Norfolk, VA) Ms. Lisa 804/393-1010	On camera interview to discuss AAA.	Reporter will take VNR feed and then call back for a supplemental phone interview if necessary.
	KFAB (Omaha, NE) Mr. Dave Ogden 402/556-5060	Would to tape a interview to discuss AAA.	Provided interview
	American Health Mr. Len Henzke 703/518-4600	Questions regarding AAA, specifically number of markets AAA ads are running in.	Informed reporter that the ads are running in top 30 markets. Did not provide cost of ad buy.
	WLTX, News 19 (Columbia, SC) Mr. Trinell Moore 803/776-9508	On camera interview to discuss AAA.	Provided satelite coordinates for VNR feed.

2050275832

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

	Family New in Focus - Network Radio Mr. Bob Ditmer 202/347-6880	Interview to discuss AAA.	Returned call. Did not hear back from reporter.
	Los Angeles Times Mr. Myron Levin 818/772-3373	Questions regarding focus group work that we're doing.	Per WRA Did not return reporter's call.
	Poughkeepsie Journal Ms. Rebecca Imperati 914/758-1070	Interview to discuss AAA.	Faxed press materials.
	El Mundo Mr. Don French 509/663-5737	Copy of AAA release in spanish.	Faxed release and program summary
	U.S./Japan Business News Ms. Tanaka Saori 212/889-1199	Copy of AAA release. Also, would like to added to our mailing list for future releases and information.	Faxed release and program summary.
	Tobacco Industry Litigation Reporter Ms. Edie McFall 800/345-1101	Copies of press materials regarding AAA.	Faxed release and program summary.
	KFGO-Radio (Fargo, ND) Ms. Sandy Buttweiler 701/237-5346	Interview with spokesperson to discuss AAA.	Faxed release and program summary.
6/29/95	The Neighborhood Gazette Mr. Ron Wood 212/581-0289	Information re: NY Restaurant Smoking Guide.	Pending
	Burda Publications Ms. Anja Tachler 212/757-1100	Slide of AAA ad for German magazine, "Bunte."	Provided press kit. Will shoot slide from press kit cover.
	WWL-TV (Louisiana) Ms. Nina Metz 504/593-2123	PM spokesperson for live, call-in show appearance to discuss AAA.	Declined.
	Rocky Mountain News Mr. Hector Gutierrez 303/892-5204	Comments on anti-smoking initiative sponsored by Coalition of Hispanic Human Services Organization.	Provided message points.

2050275833

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000

	Institute for Souther Studies/Southern Exposure Magazine Ms. Terri Boygen 919/528-1650	Information on AAA.	Returned call. Did not hear back from reporter.
	Bloomberg TV Ms. Lee Solomon 212/940-1141	AAA Press Kit. Requested interview w/PM spokesperson re: AAA.	Interview pending as of 7/10.
	Rombo Weekly & Corriero Dello Sport (Italy) Mr. Lino Manocchia 914/576-0533	Information re: Indy Car formula racing.	Provided basic info re: racing sponsorship.
	The Columbia Missourian Ms. Nathalie Flynn 314/474-8164	AAA press release & further information.	Faxed press release.
	KTZH-TV, Channel 12 (MT) Mr. Chris Willis 406/443-5106	Information on Marlboro Van Program/youth.	Provided youth message points & AAA release/ program summary.
6/30/95	**CNN Business News** Ms. Kim Glancy 212/714-7995	Confirmation of Washington Post article on PM/ABC lawsuit settlement.	Delivered approved statement.
	Associated Press Mr. Larry Odell 804/780-1634	Confirmation of Washington Post article on PM/ABC lawsuit settlement.	Delivered approved statement.
	CNN Ms. Kathleen Greenhouse 202/898-7626	Confirmation of Washington Post article on PM/ABC lawsuit settlement.	Delivered approved statement.
	Richmond Times-Dispatch Mr. Chip Jones 804/649-6726	Follow-up on PM/ABC lawsuit settlement rumor.	Delivered approved message.
	Fortune Ms. Carolin Libby 212/522-6204	Confirmation of PM/ABC lawsuit settlement rumor.	Delivered approved message points.
	Boston Globe Mr. Fred Biddle 617/929-2901	Confirmation of PM/ABC lawsuit settlement rumor.	WRA handled.

2050275834

Source: https://www.industrydocuments.ucsf.edu/docs/xkgl0000